

HEREFORDSHIRE SHOP FRONT DESIGN GUIDE

Report By: Conservation Manager

1 Wards Affected

County-wide

2 Purpose

- 2.1 To receive and agree the draft Shop Front Design Guide for consultation with relevant parties.

3 Financial Implications

- 3.1 Minor costs for printing and publicity to be met from existing budgets.

4 Background

- 4.1 Prior to Herefordshire becoming a Unitary Authority two shop front guidance documents were in place: one for Hereford City and the other for South Herefordshire. These documents have been amalgamated and augmented to produce one document that provides guidance that will apply throughout the County.
- 4.2 The new document will not have the status of a Supplementary Planning Document (SPD). It is not included in the Local Development Scheme (LDS). It is design guidance that sets out particular design matters that need to be considered and some principles to be followed. It is seen as a tool to inform decisions in particular where the shop front forms part of a Listed Building. Decisions on whether Listed Building Consent should be granted are not covered by the requirement to take LDF policies into account. It will however apply to planning applications where improvements to shop fronts may be sought through negotiation. In this context it will be a material consideration with the same weight attributed to it as to Parish plans.
- 4.3 Internal consultation with officers has been carried out and their recommendations included in the design guide. External consultation with relevant parties is now required. Any material objections will be considered and reported back to the Planning Committee for final approval of the design guide.
- 4.4 The Shop Front Design Guide will be used as guidance by officers assessing planning applications and will be available to assist businesses in preparing planning applications. It will apply throughout the County from Hereford city centre to individual shop fronts in villages. It will enable a consistent approach and encourage best practice in shop front design.
- 4.5 The full text of the Shop Front Design Guide is included in the Appendix to this report and the principal features are summarised below.
- 4.6 The guidance comprises:

- An introduction outlining the requirements for Planning Permission and Listed Building Consent (where applicable) and available financial assistance from Shop Front Grant Schemes.
 - A history of shop fronts from the Medieval period to the present.
 - An outline of basic design principles including guidelines for restoring shop fronts, respecting the building, symmetry, street rhythm, visual support and scale. The importance of using appropriate materials and a sensitive choice of colour scheme is also explained.
 - Details of other design considerations including fascias, signs and hanging signs, window posters, lettering and colours, corporate identities and illuminations. Other important considerations such as blinds, security grilles and screens and accessibility are dealt with in this section.
 - Explains the importance of correct detailing in a successful shop front design. These include the fascia, pilaster, cornice and stallriser, each of which can have their own visual and practical functions.
 - Outlines the relevant legislation and Planning Policies and the principles that augment these Policies.
 - Appendix 1 that outlines the specific needs of Hereford City including its character and pressures for change as well as the Article 4 Direction covering the painting of shop fronts within parts of the city centre.
- 4.7 Although it is not intended for the time being that the design guide will be adopted as SPD it is proposed that the procedures for public consultation set out in the Council's' Statement of Community Involvement will be followed from this point with a consultation statement being prepared. All comments received through the consultation will be reported to this committee along with any recommended changes.

RECOMMENDATION

THAT Cabinet Member (Environment and Strategic Housing) be recommended to agree the publication of the Herefordshire Shop Front Design Guide for consultation purposes.

Background papers

- Herefordshire Unitary Development Plan (March 2007)
- Statement of Community Involvement – (March 2007)
- Design of Shop Fronts and Advertisements Supplementary Planning Guidance, South Herefordshire District Council
- Shop Fronts and Advertisement Guide; Hereford City Council (January 1994)